



July 21, 2009

Chairman Julius Genachowski
Commissioner Michael Copps
Commissioner Robert McDowell
Federal Communications Commission
445 Twelfth Street SW
Washington, DC 20554

Re: Docket No. 09-51

To the FCC Chairman and Commissioners:

The Internet Innovation Alliance (IIA) is pleased to submit Jonathan Orszag's study titled, "Valuing High Speed Connectivity: The Substantial Benefits of Broadband for U.S. Households" for consideration by the Federal Communication Commission as it develops its National Broadband Plan. The IIA believes the conclusions of this study will inform the commission as it formulates its plan. The conclusions are as follows:

- 1. Consumers receive roughly \$25 billion of net benefits from the use of broadband at home. Households benefit from a range of online activities including entertainment, work, news and education, health care, shopping, and other personal civic uses**
- 2. Higher-speed broadband would provide consumers even greater benefits – roughly an additional \$6 billion per year.**
- 3. Broadband is valued highly across all race and ethnicity groups, and is valued especially highly among the young, the more highly educated, and higher income groups.**
 - i. Young, more educated, higher income households are the highest broadband adopters, but there is an adoption gap for older, retired households, less educated, and low income households.**
 - ii. There is no major divide across race/ethnic lines in how broadband is valued among users, but there is a valuation gap among certain groups of users.**
- 4. Our estimates of the consumer benefits from broadband at home understate the total economic benefits of broadband.**



It is IIA's hope that the commission will carefully consider the conclusions of this study before submitting its plan to Congress in February 2010. If you have any questions or would like clarification please do not hesitate to contact IIA or Jonathan Orszag.

Sincerely,

A handwritten signature in blue ink that reads 'Larry Irving'.

Larry Irving, Co-Chair

A handwritten signature in black ink that reads 'Bruce Mehlman'.

Bruce Mehlman, Co-Chair